

Exhibit 2

## **NEWS RELEASE**

### **FOR FURTHER INFORMATION, CONTACT:**

David G. Kreher  
Chief Operating Officer  
(314) 537-9715

Fred A. Nielson  
Investor Relations  
(314) 537-9715

## **Reliv International Introduces New Soy-Based Sports Drink Targeting Functional Food and Sports Nutrition Markets**

### **FOR IMMEDIATE RELEASE**

CHESTERFIELD, MO, October 28, 1997 -- Reliv International, Inc. (NASDAQ - RELV), an international manufacturer and network marketer of nutritional supplements and other products, has introduced a new fitness drink mix--ProVantage<sup>TM</sup> Performance Enhancer--featuring soy protein as a primary ingredient. The new product expands Reliv's presence in two fast-growing categories: functional foods and sports nutrition.

The exclusive ProVantage formulation combines soy protein and other nutrients in a powdered drink mix. Recent clinical studies have linked the incorporation of soy protein in the diet to health benefits such as increased energy, increased endurance, lean muscle mass, decreased length of recovery after exercise, and increased immune system function.

ProVantage is designed to offer consumers a convenient, healthy way to increase protein consumption. Two 8-ounce ProVantage shakes per day will provide a total of 28 grams of protein, primarily from soy. "This is an exciting addition for Reliv in a very promising market," said Robert L. Montgomery, Reliv Chairman, President and CEO. "We expect ProVantage to complement our existing line of nutritional supplements and functional foods. As such, it should generate significant interest in the marketplace, and a healthy level of incremental sales."

Since 1996, Reliv has introduced a total of three functional food products, most of which draw on the Company's extensive experience in soy protein.

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Reliv International, Inc., based in suburban St. Louis, manufactures and distributes several lines of food products, including nutritional and fiber supplements, diet management products, functional foods, sports drink mixes and premium skin care products. The Company also provides blending, processing and packaging services for other companies' food products on a contract basis. Reliv International's common stock is traded on the Nasdaq National Market tier of The Nasdaq Stock Market under the symbol RELV.

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Information contained in this release related to future sales should be considered forward looking and may be subject to the following risk factors, among others: acceptance of the products by distributors and customers, general sales trends and market conditions.